

DELIVERING ON OUR PROMISE: A SAFER FUTURE FOR WOMEN AND SENIORS

STRATEGIC PLAN | 2023 – 2028

Vision

Women and seniors live free of gender-based violence and elder abuse.

Mission

To support, counsel, inform and advocate for women and seniors who have experienced or are experiencing gender-based violence and elder abuse. AWWHL's professional counsellors offer free, confidential, compassionate, culturally-safe support, crisis intervention information, education, outreach and referral services in over 200 languages, 24/7, 365 days a year by phone, TTY, chat, text and online.

Values and Principles

The following core values inform our work to respond to gender-based violence and elder abuse.

- **Women and senior-centred**
- **Compassionate & Caring**
- **Empowerment**
- **Trauma-informed**
- **Anti-racist, anti-oppressive feminist framework**

OUR STRATEGIC PRIORITIES



SCALE AND EVOLVE

Objectives:

- 1.1 Broaden and strengthen sector-level partnerships
- 1.2 Improve service awareness and access
- 1.3 Explore national partnerships



FOSTER SUSTAINABILITY AND INVEST IN INTERNAL INFRASTRUCTURE

Objectives:

- 2.1 Attract, retain and develop a full complement of qualified, well-supported staff and leadership
- 2.2 Develop a values-aligned resource development strategy to increase revenues and diversify funding sources
- 2.3 Modernize systems and upgrade technological infrastructure



CHAMPION CHANGE

Objectives:

- 3.1 Strengthen the use of data and evidence for advocacy
- 3.2 Build government relations capacity
- 3.3 Demonstrate our impact